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About Us



America Saves is a national campaign that uses the principles of social marketing and behavioral economics to motive and support low to moderate income households to save money, reduce debt, and build wealth



The Consumer Federation of America was founded in 1968. It is an association of more than 270 nonprofit pro-consumer groups including Consumer Reports, AARP, credit unions, housing and electric co-ops, and grassroots organizations

Topics for Today's Presentation

- The Current Saving Status
- How America Saves Can Help You Make Saving Easier
- How You Can Share America Saves With Your Clients, Employees, Friends and Family



America Saves Research

AMERICA SAVES WEEK 2016

Less than Half of U.S. Households
Making Good Savings Progress



40%
report good or
excellent progress
in "meeting their
savings needs"

49%
are saving at
least 5 percent
of one's income



52%
are saving enough
for retirement
with a "desirable
standard of living"

43%
have automatic
saving outside
of work



38%
have no
consumer
debt

America Saves Research

**More Men
Than Women
Report Saving
Progress**

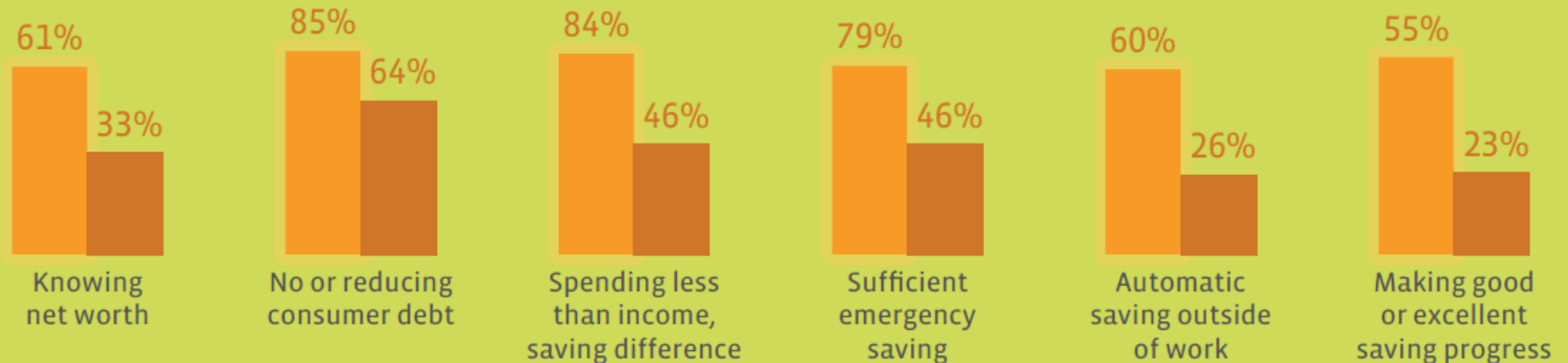
	♂ MALE	♀ FEMALE
Know net worth	54%	41%
Savings plan with goals	56%	48%
No or reducing consumer debt	77%	72%
No debt	41%	36%
Spending less than income, saving difference	72%	60%
Saving at least 5% of income	54%	45%
Saving at least 10% of income	33%	23%
Sufficient emergency savings	68%	58%
Automatic saving outside work	46%	41%
Pay off mortgage before retirement*	77%	68%
Making savings progress	74%	67%
Good/excellent progress	44%	36%

*Among those not retired with a mortgage

America Saves Research

Those With a Plan Save More Successfully

Plan No Plan



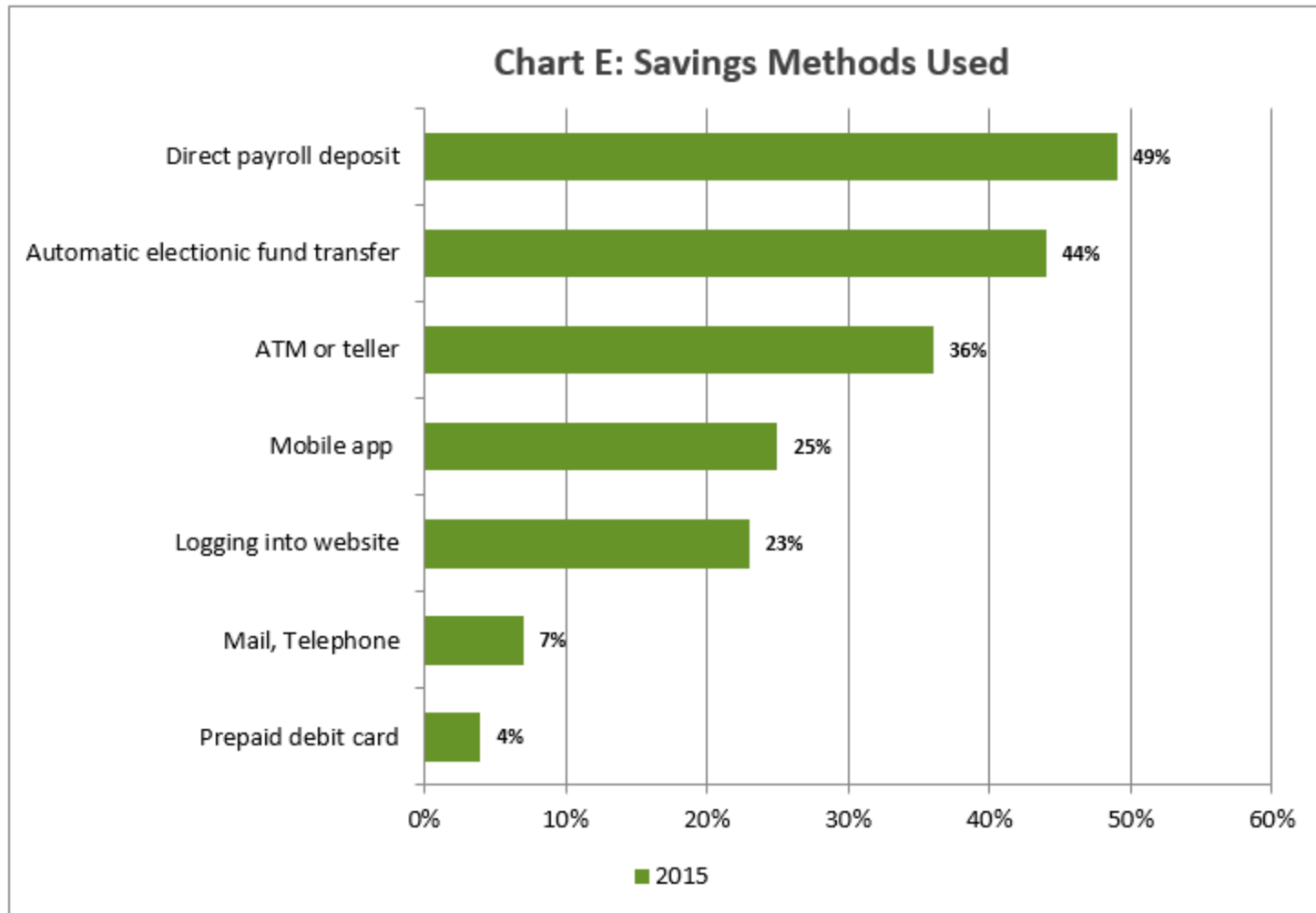
America Saves Surveys of Savers

- Savers who joined America Saves in 2011 reported **saving \$7,000*** since joining America Saves.
- **Savers of all income levels reported being able to save** – including savers **making less than \$25,000** who reported **saving \$152*** since joining America Saves.
- The most important saving goals for savers include: **Emergency Fund, Retirement, and Debt Repayment.**
- Savers tell us that since they joined America Saves they **feel more hopeful about their financial situation**, and they are **managing their money and debt better.**

* Median Amount Saved



The Best Way to Save is Automatically



Saving Automatically

What Savers are Telling Us

They save automatically

- “ I have my employer deduct money from my paycheck, which is directly deposited into an “out of state” money market account. I do not have immediate access to this account, it takes a few days to withdraw funds, and therefore, most perceived emergencies typically resolve themselves without the use of my savings. This forces me to save.
- “ Using direct deposit every check helps me save money without missing it.
- “ I have \$25.00 go into my savings each month so it’s not in my checking account and easier to spend.

How America Saves Can Help You Make Saving Easier



Almost Everyone Can Save



Set A Goal – more likely to succeed



Make A Plan – twice more likely to succeed than those who do not*



Save Automatically – pay yourself first

What Should You Be Saving For?



- Your first goal is to get out of **debt**- stop borrowing money, make a budget, cut back on spending and make payments without fail
- Next, save for **emergencies**. We recommend \$500-\$1,000 to allow for unexpected emergencies
- Once you're no longer in debt and have saved for emergencies, start saving for **large items** like retirement

Save for Emergencies

- Pay yourself First!
- No matter how much you owe in student loans or credit card debt and no matter how low your salary may seem, find some amount to save in an Emergency Fund every month.



Make Saving Automatic



- Through **Direct Deposit** authorize an amount (small amount to begin with) to be sent directly to a savings account
 - Talk to your HR representative
- Save during **Tax Time**
 - Use **Form 8888** to split your refund into different accounts
 - You can also buy U.S. Bonds with your refund
 - Bonds are safe, will never lose value, and they are backed by the U.S. Government

The Pledge

*I pledge to save
money, reduce debt,
and build wealth over
time.*

*I will encourage my
family and friends
to do the same.*

THE PLEDGE

I pledge to save money, reduce debt, and build wealth over time.

I will encourage my family and friends to do the same.

SET A GOAL AND MAKE A PLAN

I wish to reach a savings goal in order to:

I pledge to save
\$ for
 months.

At the end of this time
I will have saved
\$ *(per month)*
to reach my savings goal.

Motivational Resources

America Saves - Monthly Email with Tips and Advice



AMERICA Saves
START SMALL. THINK BIG.

e-WealthCoach

In This Issue

- Four Ways to Save on Halloween
- New Savings Theme: Holiday Spending
- How to Avoid Lifesaver Savings During the Holidays
- How I Ticked Myself Into Saving \$500 This Year for Christmas
- Sooner or Later
- The Zen of Pondering a Happy Retirement

Savings tips straight to your phone from America Saves - and a chance to Win 1 of 5 \$50 Cash Prizes

Take the America Saves Pledge October 1 - 31, 2013 and select to receive text messages to enter. Must be 18 or older to win. One winner chosen each week of October. Visit americasaves.org for more info. Today's the last day to enter & win a \$50 gift card. [Sign up now!](#)

SPOOKY SAVINGS

Four Ways to Save on Halloween

The only thing scarier than ghosts and ghouls on All Hallow's Eve, is the promise of spending ghastly amounts on costumes and candy. Approximately 158 million people will participate in Halloween activities, which is 12 million fewer than last year, according to a survey by the National Retail Federation. The average amount consumers spend on everything from candy to decorations is a whopping \$75.03! But Halloween doesn't have to be a money-suck from heck! Consider these tips before venturing out to the stores...

[Read More](#)

Quarterly E-News with Information and Stories



AMERICAN Saver
START SMALL. THINK BIG.

Starting and Continuing a Personal Finance Journey

When Kiara Hardin, now a junior at Western Illinois University, became an intern with the Chicago Summer Business Institute during her sophomore year of high school, she began her personal finance journey. The program required participants to open a savings account. It also provided seminars on how to be financially smart, which introduced Kiara to the Economic Awareness Council and Young Illinois Saves. Young Illinois Saves taught her that having a savings goal is what makes saving easier. "Most people say that they are going to save for a rainy day, but that is not enough for teens or young adults," Kiara observed. "Having an annual savings goal to save for not only teaches the saving habit, but it teaches that there are rewards to saving."

Having a summer job with the Chicago Summer Business Institute for two years helped Kiara afford college because she saved enough money to pay for her first semester books. While in college as an underclassman, she applied her saving skills to using the most plan wisely and having enough money to pay for groceries. As a result, Kiara always had enough on her meal plan to last the entire semester. She faced a new challenge sophomore year when she did not

lege is a challenge I am proud to say I overcame," she declared.

"Learning how to save efficiently impacted my life enormously because I am consistently saving for something," Kiara said. "Now, that I am an upperclassman and living on my own, I am no longer saving for trivial things like clothes and make up. I am saving for future bills and emergency money." ...

"Having an actual savings goal to save for not only teaches the saving habit, but it teaches that there are rewards to saving."

receive the scholarship that paid for her first year in college. "Although it was a struggle and I was under a lot of financial distress, being able to save enough money to pay off two semesters of col-

Family Wealth facts

Rate Your Credit Scores by:

- Paying bills on time every month.
- Not making out, or nearly making out, credit cards.
- Paying down debt (not moving it around).
- Not opening many new accounts rapidly.
- Checking credit reports each year for errors at www.annualcreditreport.com, or 877-321-4226.

For more on credit scores, go to www.annualcreditreport.com.

CAMPAIGN NEWS

Pilot Program Helps First-time Workers Save

America Saves piloted a Saving and Savings Education program for first-time workers in Chicago, Indianapolis, and Cleveland this summer to spotlight the importance of saving through work for younger employees. More than 2,000 youth made a goal-based savings commitment by joining the Young America Saves pledge and even more took advantage of direct deposit to receive their pay. Top goals included saving for education, consumer product, motor vehicle, and an emergency fund. America Saves provided handouts, slides, and a video promoting the benefits of saving and direct deposit for use in youth worker orientations. In Chicago, the Economic Awareness Council/Young Illinois Saves managed 10 employment sites with four partner financial institutions: Citibank, Marquette Bank, ABC Bank, and Community Plus Federal Credit Union. In Cleveland, Youth Opportunities Unlimited managed 107 employment sites with partner financial institution Huntington Bank. In Indianapolis, Keep Indianapolis Beautiful was the employment site with partner financial institution Old North Bank. Next year, America Saves plans to expand the first-time worker program into additional cities that offer summer employment. For more information, contact Young America Saves Director George Iwanysz at giwanysz@consumersnet.org.

www.AmericaSaves.org

Military Saves - Monthly Email with Tips and Advice



MILITARY America Saves
START SMALL. THINK BIG.

5 Tips to Becoming Financially Fit!

By April Crews, Military Saves Associate

If you're someone who has always had trouble keeping track of your expenses, or you don't know how to start saving, here are five tips to becoming a responsible spender.

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What's New

Overall Financial Health

[Take the Pledge](#)

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Next Month: Youth & Older Americans

For more information on Military Saves, visit:

MILITARY America Saves
START SMALL. THINK BIG.

[Send us your](#)

Healthy Uses for Your 2014 Tax Refund

By Meghan Northcutt, AFC® Candidate, FINRA Military Spouse Fellow

It's that time of the year when you have filed your taxes and your refund check is expected to arrive soon. It's important to have a solid plan for using your tax refund, because this money can be used as a tool for yourself and your family. Let's take a look at some healthy uses for your tax refund.

[Read more...](#)

Motivational Resources

Goal-based texting tips & reminders encourages continued saving.

Text Examples:

America Saves: With each savings deposit, you are one step closer to getting out of debt. Have you made your deposit this month? Reply YES or NO.

America Saves: Need to pay off debt from last holiday? Pay off debt with double-digit interest rates. <http://bit.ly/14j3CkX>

America Saves: Once a month, use records to review what you've purchased. Reallocate some of this spending to emergency savings.



AMERICA SAVES WEEK

- Co-coordinated by America Saves and the American Savings Education Council.
- An annual opportunity for Americans to assess their financial condition and goals
- A dedicated time for financial action
- A time for organizations and institutions to emphasize Saving

**How You Can Share America
Saves With Your Clients,
Employees, Friends and Family**

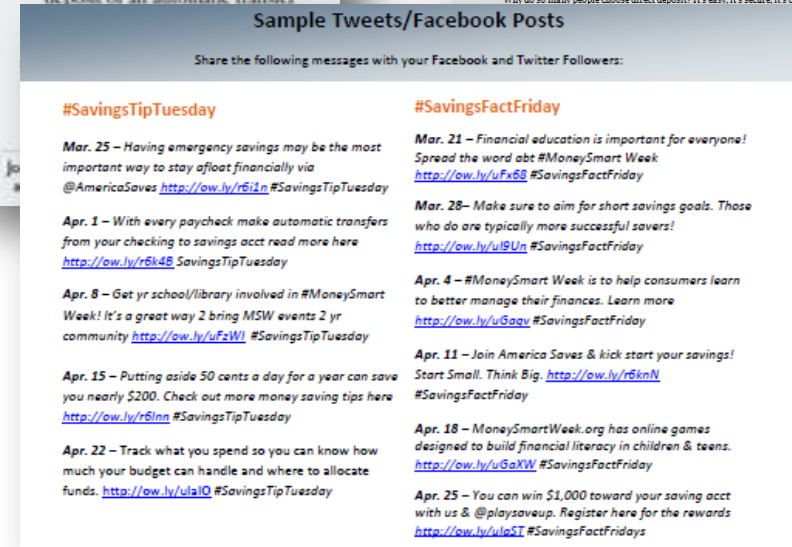
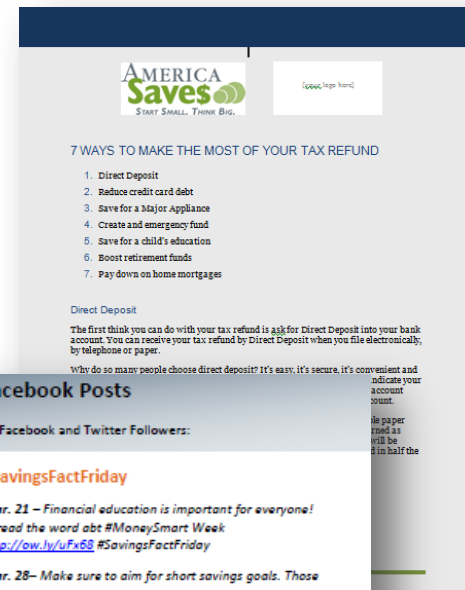


What You Can Do to Help People Save

- Market to current and potential clients and employees to save and build wealth
- Offer or partner with organizations to provide financial education classes & motivational workshops
- Work with local financial institutions to promote free or low-cost savings products
- Use customizable and downloadable resources provided by America Saves

Resources for Organizations

- **Posters and fliers**
 - for statement envelopes
 - to put in branches
- **Content** for websites, newsletters, and social media
- Sample **press releases**
- PowerPoint presentations

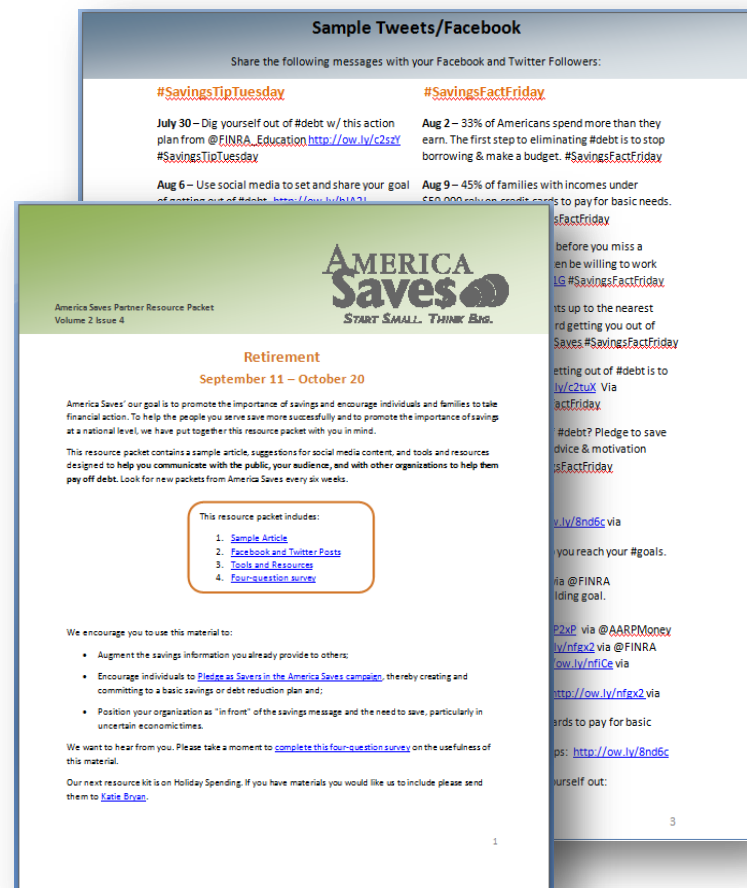


Resources for Organizations

1. **Email updates** with latest news and research
2. **Partner resource packets**
 - Sample article
 - Social media content
 - Resources

Upcoming Savings Themes:

- Saving at Tax Time
- America Saves Week
- Financial Capability Month



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STEP 1: Sign Up

- Sign Up at AmericaSavesWeek.org

BENEFITS:

- Listed as a participating organization
- Receive helpful emails and reminders from America Saves
- Receive the participation badge for website and materials



STEP 2: Plan Activities

- **Send direct emails**
- **Host a workshop**
- **Hang posters and flyers**

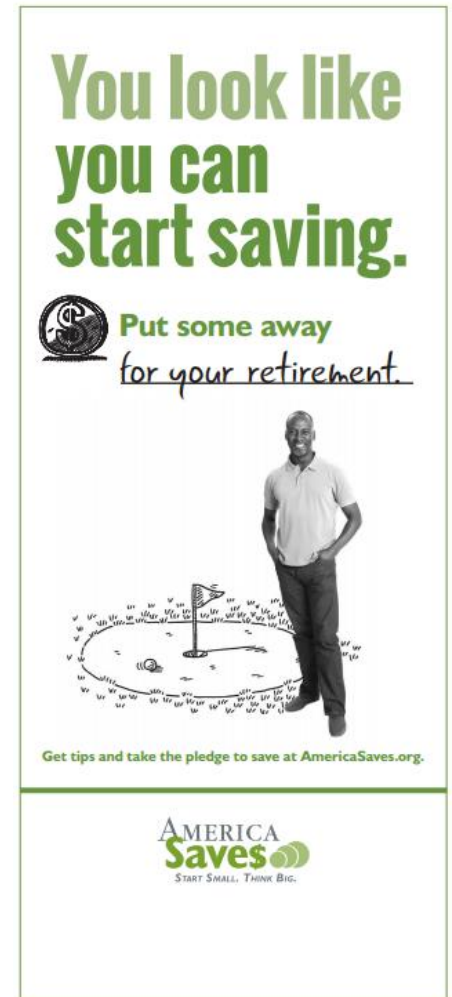
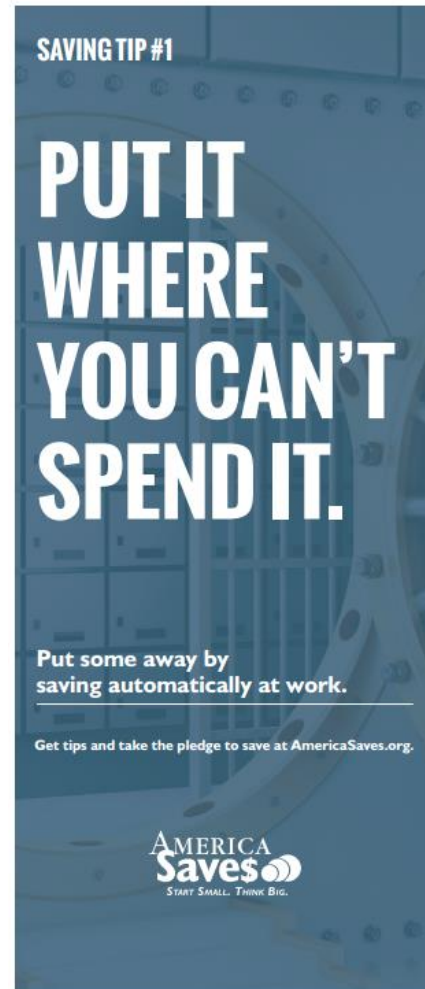


STEP 3: Download Materials

STEP 3:

Download Materials

1. Flyers, Poster, & Payroll Stuffers
2. Logos, Web Buttons, and Banners
3. Social Media Kit
4. Sample Newsletter, Email, and Blog Content
5. PowerPoint Presentations

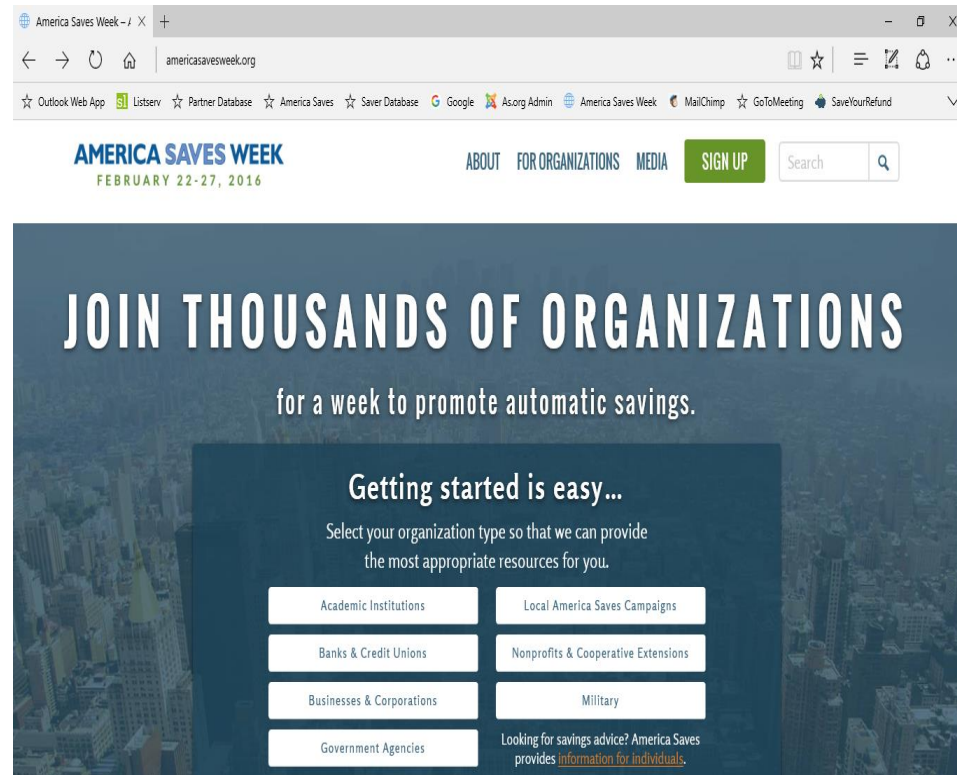


Learn More

AmericaSaves.org



AmericaSavesWeek.org



Bottom Line

- America Saves savings message, resources, and opportunity to save can support you as an individual and your network throughout the year.
- Each year assess your savings and encourage others to by participating in America Saves Week.
- **Take the Pledge and Sign Up Your Organization Today** at AmericaSaves.org



THANK YOU!!

Lindsay Ferguson

America Saves

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